



The Scale-Up! World Summit 2024 unveils the most innovative startups applying exponential technologies

The event dedicated to emerging talent, which took place in the framework of DES, distinguished the most disruptive value propositions in the use of digital solutions such as AI, digital twins or VR

FuVex, Hotelverse Technologies, AiMA and OWO have been the awarded startups

Madrid, 20 June 2024. – Startups are positioned as key players to accelerate the digital transformation of any industry due to their role in the development of solutions that boost business competitiveness. In this sense, **The Scale-Up! World Summit 2024**, held last week in Spain in the framework of [DES – Digital Enterprise Show 2024](#), has given entrepreneurial talent the opportunity to present their innovative solution in front of investors, potential partners in the largest European event dedicated to exponential technologies.

This latest edition of The Scale-Up! World Summit highlighted the most innovative initiatives that are applying digitalization to advance digital twins, virtual assistants, autonomous drones and video games.

The Scale-Up! World Summit 2024 top startups

One of the big winners was the startup **Hotelverse Technologies**, which was awarded a booth and a speaking slot at DES2025 for its innovation in the tourism segment. The company aims to improve the customer experience by hyper-personalizing hotel stays through virtual digital twins, allowing customers for the first time to book rooms in a more scalable way to suit their preferences with access to additional services. This personalization and transparency in booking translates into a higher conversion rate, with up to 30% improvement for some customers, and 92% of users preferring the new booking experience over the traditional one.

On the other hand, **FuVeX** has won a speaking slot at DES2025 for its leadership in the deployment of hydrogen-powered net-zero autonomous drones. It is the leading inspection drone company in Spain and one of the few in Europe with a technology capable of solving critical problems such as infrastructure inspection or emergency support.

Along with them, La Salle Technova has also awarded two projects with access to its startup acceleration program. Thus, **AiMA** has been distinguished for its virtual assistant based on artificial intelligence that works to improve the experience of patients and health professionals. Its empathic engine removes technological barriers by adapting technology to humanity, collecting direct responses from users, transcribing and translating content for these professionals, helping to make the healthcare sector more efficient.



Finally, one of the prizes also went to **OWO**, a startup that has revolutionized virtual reality with the development of a haptic second skin that makes video games more immersive, allowing the player to feel a gunshot, the wind and even a hug from a loved one. Players will now be able to use not only the senses of sight and hearing, but also touch, experiencing real sensations.

[About DES | Digital Enterprise Show](#) (June 11th-13th, 2024, FYCMA, Málaga): DES - Digital Enterprise Show is an event of Nebext - Next Business Exhibitions in collaboration with the City of Malaga and the Junta de Andalucía. Along with its seven editions, it has become the largest European professional event on exponential technologies and one of the global benchmarks that offers senior management of companies the latest solutions and products to accompany large corporations, SMEs and European Public Administrations towards digital transformation. Throughout 3 days, we combine technology and innovation with digital leadership, technological solutions to improve customer and employee experience, optimization of operational processes and the identification of new business models, services and products for all industries.